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Küçükaltan, Ebru Günlü; Pirnar, Ige

Veröffentlichungsversion / Published Version
Zeitschriftenartikel / journal article

Empfohlene Zitierung / Suggested Citation:

Küçükaltan, E. G., & Pirnar, I. (2016). Competitiveness factors of a tourism destination and impact on residents' quality of life: The case of Cittaslow-Seferihisar. *Journal of Tourism, Heritage & Services Marketing*, 2(1), 22-29. <https://doi.org/10.5281/zenodo.376332>

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Competitiveness factors of a tourism destination and impact on residents' quality of life: The case of Cittaslow-Seferihisar

Ebru Günlü Küçükaltan

Dokuz Eylül University, Turkey

Ige Pirnar

Yasar University, Turkey

Abstract: *This research investigates whether tourism development related destination competitiveness have any direct effect on the quality of life of the residents. To reflect the developments in a destination, one of the best-known recent trends that stimulates destination competitiveness and directly relates to an increase in the quality of life of the residents, "Cittaslow", is preferred as a case study. Therefore, the developments in Seferihisar, the first Cittaslow of Turkey, are emphasized based on Enea and Tanasoiu (2009)'s research which proposes the effects of tourism development and quality of life. Qualitative research is adapted where the techniques are preferred as case study and documentation. The originality of the paper results from the construction of the theory on a live sample that captures the practical evidences.*

Keywords: Destination competitiveness, quality of life, competitiveness index, Cittaslow, Seferihisar.

JEL Classification: L83, M1, O1

Biographical note: Ebru Günlü Küçükaltan is professor and chair of the Department of Tourism Management and Vice Dean of Faculty of Business Administration, Dokuz Eylül University, Turkey. Ige Pirnar is professor and chair of the Department of Business Administration at the Faculty of Economics and Administrative Sciences, Yasar University, Turkey. Corresponding author: Ige Pirnar, e-mail: ige.pirnar@yasar.edu.tr.

1 INTRODUCTION

Global tourism has been increasing at a constant annual rate since 1950's, and it becomes more and more a highly competitive market. Thus, all destinations competing in tourism do not get the same and equal market share where the leading destinations seem to have differential advantages when compared to others, which bring the concept of destination competitiveness to the utmost importance.

Tourism researchers have been analyzing and explaining destination competitiveness according to various criteria and from different angles, like; customer expectations, tourist satisfaction and value, tourist motivations and motives, destination branding, destination attractiveness, destination sustainability and destination value (Reisinger et al., 2009: 239; Artal & Kozak, 2015; Gabor, 2015; Iniesta-Bonillo, Sánchez-Fernández & Jiménez-Castillo, 2016) where the

concept of tourism destination may be considered as the "sense of place" for tourists where they want to visit though in the mind of tourists the "place" may vary from a huge continent to an island or even a heritage building (Holloway, 2004:430).

Though destination competitiveness is an important subject, destinations are hard to manage competitively since they are made up of many factors, of complex structures and systems, of flows which interact and constantly change. They consist of complex mixture of pull factors like tangible and intangible products, resources, services, set of core and supplemental benefits like infrastructure and push factors like images and experience they create, destination management and marketing applications and the perceived value they offer to the visitors and all these factors complicate the management process of competitiveness.

2 LITERATURE REVIEW

2.1 Destination competitiveness

It seems that there is not a generally agreed and globally accepted common definition or model explaining tourism destinations' competitiveness as a whole (Omerzel, 2006:169). Some researchers like Artal & Kozak (2015), Cucculelli, & Goffi (2016), and Iniesta-Bonillo, Sánchez-Fernández & Jiménez-Castillo (2016) rely on sustainability indicators for explaining the competitiveness of a tourism destination, whereas others rely on other indicators like customer expectations, tourist motives, satisfaction and motivations, destination attractiveness (push & pull factors), city branding /brand loyalty, smart city management level, technological investment, innovation, value creativeness and demand potential (Pinar & Gunlu, 2012; Boes, Buhalis & Inversini, 2016; García Sánchez, et.al, 2016; Zehrer, Smeral & Hallmann, 2016; Chatzigeorgiou & Christou, 2016; Miličević, Mihalić & Sever, 2016). Thus, for his study it is accepted that; "destination competitiveness is a "multidimensional concept for destinations that requires superiority in several aspects" (Gürsoy, et al., 2009: 154); where "a destination is competitive if it can attract and satisfy potential tourists and this competitiveness is determined both by tourism-specific factors and by a much wider range of factors that influence the tourism service providers" (Enright & Newton, 2004: 778).

According to Ritchie & Crouch destination competitiveness depends on (2003); a) capabilities to increase the tourism incomes, b) capabilities of constant attraction of tourists, c) providing pleasure and experience / adventure, d) profitability, e) ensuring life quality for locals and, f) natural environment protection.

Competitiveness perceptions differ in the sense that one views destinations from the tourist perspective (attractiveness), and the other from the destination perspective (competitiveness). Dual analyses of these two concepts provide a holistic perspective of the Tourist Destination Competitiveness and Attractiveness (TDCA) dynamics. TDCA is defined as "the ability of a destination to provide social, physical and economic benefits to the destination population as well as a satisfying experience to the tourist". The TDCA model proposes that destination supply factors and tourist demand factors help in creating an environment in which tourism flourish and can be consumed satisfactorily. The "destination experience environment" is proposed to be positively related to and as the most important factor in determining TDCA (Vengesai, 2003: 639). Ernie also suggests that "in the dynamically changing environment, a competitive destination is aided by the development of innovative tourism services and experiences (Ernie,2003)".

2.2 Quality of life

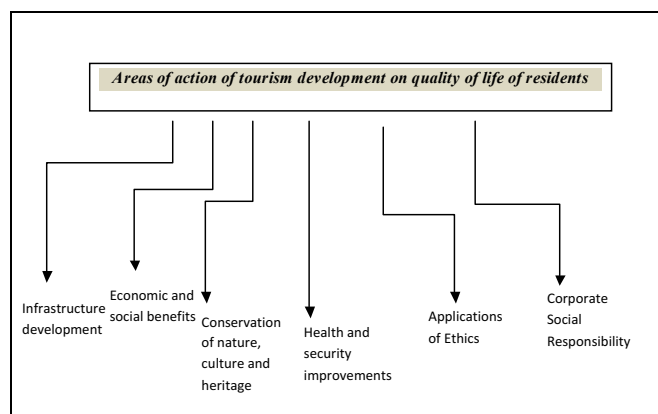
Quality of life (QOL) is an important concept consisting of many factors from various research fields regarding social, environmental, medical, health and economic impacts on the well-being of the regions' residents. Thus, the concept of "quality of life" was introduced in 1975's as a key term in

medical indexes and in the early '80s took place in systematic researches (Berlim & Fleck, 2003:249). More recently, QOL concept became an updated issue for many researchers in many different academic fields like medicine, humanities, city management, tourism and hospitality, psychology, etc. where the content, definition and measurement varied a lot from field to field (Nussbaum & Sen, 1993; Christou & Kassianidis, 2002; Uysal, et.al. 2016). Since it is associated with different issues like health, happiness or human development, quality of life still lacks a universally accepted definition (Susniene & Jurkauskas, 2009: 59). The most commonly accepted comprehensive definition is related with health where in 1991 a panel of researchers of the World Health Organization (WHO) defined QOL as "the individual's perception of his or her position in life, within the cultural context and value system he or she lives in, and in relation to his or her goals, expectations, parameters and social relations" (World Health Organization Quality of Life (WHOQOL) Group, 1998).

2.3 QOL, tourism and destination competitiveness

Related research on the area indicates that there is a direct relationship between the tourism development of a region and the level of the quality of life of the regions' residents. (Cohen, 1979; Jones, 1990:4; Kim, 2002:229; Gill & Curiel, 2008: 420; Enea & Tanasoiu, 2009: 350; Mang, Li & Uysal, 2010:165; Christou, 2011; Boley & Perdue, 2012; Pinar, 2015:45; Suntikul, 2016). As stated by Crouch and Ritchie (1999:137) "Each society is faced with the decision of how best to provide for the well-being and quality of life of its citizens. Much of tourism development entails community development. If handled appropriately, tourism can become an important engine for achieving broader social goals". From sustainability view, tourism development within the carrying capacities of supporting ecosystems seem to positively impact quality of life of the destinations' residents (Levett & McNally, 2003:53).

Figure 1. QOL and tourism



Adapted from: Enea C. & Tanasoiu G. (2009). "The Impact of Tourism in Enhancing the Quality of Life", Review of International Comparative Management, Vol:10 (2).

The economic benefits with positive impacts rely on the outcomes as; creating and increasing employment (Suntikul,

2016), income or local tax revenue generation. It was stated in the “*tourism destination management strategies for greater phnompenh, siem reap and potoch village*”, ADP funded Project, that “*the community views tourism as an opportunity for additional income and employment and as better quality of life*” (Padeco Co, 2001: 24) where quality of life indicators are also related to destinations’ promoted special tourism types like sustainable tourism, soft tourism, slow tourism, eco-tourism, culture tourism, heritage tourism, religious tourism, cruise and marine tourism, bird-watching, etc. (Padeco Co, 2001:24; Christou & Sigala, 2001; Tapper, 2006:7; Gill & Curiel, 2008:420; Slak Valek, 2015; Pirnar, 2015).

By tourism and hospitality firms’ corporate social responsibility (CSR) applications issues like; “fair employment conditions, support to local communities, increasing donations to charitable causes and environmental sustainability promotion” become significant which positively effect QOL of residents (Bohdanowicz and Zientara, 2009: 148-149).

The studies related to destination management and quality of life usually are focused on the relationship between destination management / destination competitiveness (some attributes or competitiveness index factors) and quality of life of locals.

Based on the literature review, the research question arises as:

“Does tourism development related destination competitiveness have direct effect on the quality of life of the residents?”

3 RESEARCH METHODOLOGY

3.1 Aims of the research

In this study since social sciences are proved to be a confident field for qualitative research methods, *case study* and *documentation* methods are preferred. The aim of the study is to find out whether destination competitiveness is encouraging the improvement in a destination’s quality of life. Due to that, literature has been reviewed in order to describe the interrelation between two and it provides a basis to discuss about the positive consequences. The research aims to provide some claims of positive effects of a touristic destination’s competitiveness on the quality of life of the local people.

3.2 Research method

A case of Cittaslow labeled destination *Seferihisar* (in İzmir, Turkey) is quite a good reflection of a destination which has occurred to be a very popular and competitive touristic destination after such a nomination. The touristic flow increased since the residents of İzmir were curious about the developments and engaged in some touristic activities in the area. In order to discuss the relationship between *Seferihisar*’s competitiveness depending on Cittaslow brand and the effects on the quality of life of the residents,

technique for collecting data consists of documentation method.

This relation is analysed by the adaption of the Enea and Tanasoiu (2009)’s research which proposes the effects of tourism development and quality of life under the headings of;

1. Infrastructure development
2. Economic and social benefits
3. Conservation of nature, culture and heritage
4. Health and security improvements
5. Application of ethics
6. Corporate social responsibility.

3.2 Research population

The press review archive on the official Turkish website of Cittaslow (www.cittaslowturkiye.org) and the newspaper *Seferihisar Gazetesi* (www.gazeteseferihisar.com) are forming the basis for documentation. Through the research, news focusing on *Seferihisar*’s competitiveness due to tourism development which appeared to be starting by Cittaslow nomination (2009) and its effects on local people’s quality of life are generating the research population.

4 THE CASE STUDY

Seferihisar is located within the borders of İzmir in the Aegean region. The oldest settlement on *Seferihisar* district grounds is Teos, thought to be a Carian city, established by Cretans that escaped from the Akas in 2000 B.C. Among *Seferihisar*’s strong points are its famous mandarins, its sun, rich geothermal and wind energy resources, and historical riches. The reason behind the fact that the unplanned development on the Aegean and Mediterranean shores has not affected it is that archaeological sites and military zones surround *Seferihisar*.

The Cittaslow Works of *Seferihisar* Municipality are listed below under the specific headings which also reflects the criteria of Cittaslow. Therefore information is provided by the official website of *Seferihisar* Municipality (http://www.cittaslowseferihisar.org/eng/index.php?option=com_content&view=article&id=70&Itemid=59, 30.04.2013);

Preparing projects directed at saving energy and using clean and renewable energy resources: Like the Solar Energy Bicycle Project, the Alternative Energy Tram Project, the Biogas Facility Project, the *Seferihisar-Doğanbey* Day Trip Cure Centre and Accommodation Units Project, Energy Efficiency Trainings.

Plans to reform and develop historical centres and/or cultural and historical value works: The projects under way are The Sığacık Castle Walls Survey, Restitution, and Restoration Project. The excavations at ancient city of Teos have restarted after a 46-year interval, and a road map has been prepared to improve Düzce Madrassah, Ulaşı and *Seferihisar* Turkish baths. Works are underway to improve the streets in the registered Sığacık Castle.

Plans for safe transportation and traffic: Works are underway on the *Seferihisar* Transportation Planning in

collaboration with İzmir Institute of Technology City and Regional Planning Department.

Programs to incorporate the "Slow" philosophy in to social structures: The Cittaslow project requires civil people to take initiative rather than formal institutions. Initially, 300 people became Cittaslow volunteers by filling the form on the official Cittaslow Seferihisar website (www.cittaslowseferihisar.org/gonullu-ol.htm). Volunteers have started various studies within the framework of set boards.

The layout plans of the municipality regarding advertisement graphics, stands, and traffic signs: The panels and billboards of different sizes and styles placed in Seferihisar have been replaced by the standardised panels and billboards.

Plans to establish "trading centres for natural goods" and distribution of commercial goods: Every room in the old municipality building has been allocated to villages of Seferihisar and the old municipality building has been converted into a "Village Market." In these rooms, villagers sell the products they have produced and hold an open market. "Sığacık Producer Market" has been established at Kaleiçi in the Sığacık neighborhood of Seferihisar in order to display local products and handicrafts. Seferihisar Municipality Women's Labour Houses have been opened in Ulaşış Neighborhood and Doğanbey Village of Seferihisar in order for women to receive training and produce goods. The aim is to open a Women's Labour House in every neighborhood of Seferihisar.

Bicycle paths connecting schools and public buildings: The current situation has been analysed together with İzmir Metropolitan Municipality and General Directorate of Highways to establish bicycle paths on various roads of Seferihisar.

Projects to resurrect urban areas and parts of the city that are decomposing: In order to prevent unplanned architecture in Seferihisar, the additional architecture regulations prepared have been implemented upon approval by the Metropolitan Municipality. The sketch, which incorporates elements such as jamb and spiked roofs as seen in the old houses of Seferihisar, has already been applied to numerous structures on Atatürk Street and in Sığacık. The pots used for growing geraniums in the greenhouses of the municipality have started to be placed at certain places throughout Seferihisar.

Projects have been prepared to create opportunities for locals and visitors to socialise and experience a pleasurable time on Atatürk Street and Sığacık Green Area: Within the context of these projects, the areas will become more suitable for pedestrians, the will be lightened up using renewable energy, and adorned with city furniture suitable for a Cittaslow. The blinds on the west wall of Sığacık castle will be removed, and arbour will be applied. Plastic chairs will no longer be used at the coffeehouses, instead colour coordinated chairs, and tables will be placed. The eating areas of the fish restaurants, south of Sığacık Castle have been moved to the brook side and the plastic blinds have been removed. The old roofs of the fish restaurants have been replaced with integrated aesthetic roof.

Conserving Local Production: A collaboration protocol has been prepared aimed to prepare and implement the Seferihisar Rural Development Program with the Department

of Agriculture at Aegean University. Joint studies are underway with the Department of Agriculture at Aegean University to implement projects for the following; to start agriculture tourism and home lodgings in Gödence Village, to establish a mandarin integrated facility, to establish an artichoke integrated facility, to increase apiculture activities, to increase Satsuma nectar production and establish a pollen facility, and start good agriculture applications. Additionally, peeled artichokes gathered from Turgut, Düzce, and Ulaşış by Seferihisar Municipality, are on sale as Seferihisar artichokes in glass jam jars.

A program to develop and restructure the city's style: An Environmental Master Plan is underway in collaboration with Aegean University Environmental Centre. The plan will incorporate the residential strategy, the waste management, environmental pollution, and studies relating to various areas. Obtaining bins in coordination with the environment and the view, and for the garbage to be collected in accordance with a time Schedule: Vehicle Tracking Systems have been integrated into garbage trucks, allowing them to be traced by computers via satellite.

Promotions and programs that will enable to grow local plants and plants that are important and environmentally suitable to be placed in common and special areas preferentially in accordance with garden / landscape architecture: Within the context of this criterion, the "Sea Daffodil," a flower specific to Seferihisar and on the verge of extinction because of indifference, has been taken into preservation. To use products cultivated organically and/or on local grounds, and protecting local customs at restaurants, school cafeterias, and other structures under its auspices. A Village Market and Sığacık Market have been established to bring together producers and consumers to help protect local production and make sure that restaurants and cafeterias use vegetables, fruits, and cereal crops produced by the locals. Sefertası Restaurants, which prepare local delicacies, have opened at various points in Seferihisar to protect and spread the local dishes that are on the verge of being forgotten.

To promote and preserve local cultural activities: In order to identify forgotten and about to be forgotten traditions and cultural activities "dinner for 75+" was organised. Within the context of this event, interviews were carried out with the district's elderly people to sift through the local dishes and handicrafts. Interviews continued after the meal, and the results obtained were collected in the Seferihisar oral history book. Studies are ongoing to establish our cultural future as well as preserving our connection with the past. Within this framework, the old municipality building at Ürkmez has been converted into a youth centre, for all youngsters to use.

Establishing the internet-based municipality network, where municipality services will be announced and training for citizens to use it: Municipality services have started to reach citizens via e-municipality over the Internet. Certain transactions such as property taxes, rent payments, waste taxes, document tracking and other similar transactions can now be performed via the municipality's website.

Developing city and school gardens with local crops grown with conventional methods: Vegetable gardens have been allocated in school in order to educate children, going to schools in Seferihisar, on healthy eating and growing their own vegetable and fruit. Students sell the products grown in

the vegetable gardens at the Village Market under the supervision of their teachers.

Arranging the city “slow” routes: Initially, 17 routes have been established for pedestrians or cyclists in Seferihisar. These routes, which are at different difficulty levels and different lengths, have been prepared keeping in mind sports-purpose and culture-purpose tours in order to enable those visiting to learn about Seferihisar as much as possible.

4.1 Press review and research findings

The news which can be grouped under these headings and prove to be the effects of Cittaslow’s contribution to the destination’s competitiveness and quality of life are provided in the findings (www.cittaslowturkiye.org; www.gazeteseferihisar.com, 30.05.2013).

Economic and social benefits	Developing organic food production	“Seferihisar Municipality worked alongside the Ege Universities faculty of agriculture and İzmir development agency on the ‘From the fields to the table’ Project that aimed to develop organic agriculture and provide training on the best practices of agriculture. The Project also aimed at increasing the income of the producers as well as giving the consumers more choice of places to purchase goods”
	Seed Swap Festival	“Because of the new law that was passed, the sale of local seeds is now forbidden, and as a result it puts the vegetables and fruits that have been grown in our country for hundreds of years at risk. To protect what is maybe our most precious inheritance Seferihisar led the way in organising a “Seed Swap Festival”. In result of the “Seed Laws” that prevent the sale of seeds local producers from around Turkey gathered together to swap their seeds. The law has prevented local farmers from attaining the seeds that they need but by attending the Seed Swap festival they were able to get the seeds they wanted. With seeds collected from the seed swap a garden is to be made which will provide further seeds for producers and future generations.
Conservation of nature, culture and heritage	Teos Excavation	“Dating back to 2000s BC, Teos Ancient City is one of the 12 Ionian cities. After a 46-yearlong interruption, the excavations were restarted in Teos, which was not only the largest port of its era but was also known as the “City of Artists”. The new excavations have started in accordance to the 2010/581 numbered decision taken on the 7th of June 2010”.
	Blue Flag Projects	“Turkey’s first Cittaslow town, Seferihisar, applied to TURÇEV (Turkey’s Environmental Foundation) under the criteria of the Blue Flag project for Sığacık Big Akkum beach and Ürkmez Beaches and gained the right to place the blue flag on their beaches...With the Blue Flag comes responsibility and now we are all going to work to keep these beaches clean and protected.”

	Sefertasi Restaurant	“Sefertasi Restaurant is found across the Village Bazaar in the town centre. It offers local dishes to the visitors. In the scope of the Cittaslow criteria, we have made interviews with the elderly with the objective of rediscovering the local dishes, which were about to sink into oblivion. From these interviews we obtained various recipes, including samsades, mantı (local ravioli) with chickpeas, loklok, tarhana and yuvalaça, all of which are offered by Sefertasi”.
	Reducing Visual Pollution.	“Like many other towns, Seferihisar has mismatched buildings, T.V. antennas, air conditioning unit motors, power cables draping from house to house, advertisement billboards, sign posts of local shops and other unsightly things that cause visual pollution. To overcome these bad habits a step by step plan has been put into place. Artist and architects from both Seferihisar and İzmir gathered together to plan and carry out improvement on the pilot area which was Atatürk street in central Seferihisar. The improvements that were aimed at colour coordinating building, clearing shop fronts, making a sustainable, environmentally friendly high street and provide the public with safe walkways and areas to socialise and catch their breath without getting caught in the fast tempo of life. The vision that the artists came up with was brought to life with the help of Yaşar University as well as other institutions. The street lighting was designed in accordance with the renewable energy criteria of Cittaslow and is all solar powered”.
Infrastructure development	Plans for safe transport: Bike Stations	“To spread the use of bikes in Seferihisar, the municipality has created bike stations in several areas. The bikes at the stations can be rented and tourists who wish to use the bikes can apply to the municipality”
	Sığacık Landscaping Project	“İzmir development agency, Seferihisar municipality and the district governorship worked in partnership with each other to develop the Sığacık landscaping plan and 46,54% of the costs were provided by a grant. The loss of natural green areas due to mass tourism has proven to be a danger to the regional plantation of the areas concerned. This is the reason the area has taken the slow philosophy and started creating projects”.
Corporate social responsibility	Women Handcraft Houses	“Parallel with the Cittaslow criteria, Seferihisar Municipality opened Women Handcraft Houses aiming at increasing the women’s contribution to production and encouraging local producers. Women can either attend courses held at these Houses to learn how to produce certain objects or sell the products they have been producing”.
	The Establishment	“Cittaslow (literally Slow City) is a movement founded in Italy in

	of Sustainable fishing in Seferihisar	<i>October 1999. Its goals include improving the quality of life in towns, and celebrating and supporting diversity of culture and the peculiarities of a town and its hinterland. The Municipality, together with the local NGO Fisheries Association (SÜD), intends to promote the fishery sector in compliance with international norms and standards. The project proposal was the product of a team work effort involving all partners and associates, as well as the local communities which provided precious inputs in terms of both their own analysis of the necessities of the sector, and suggestions about possible solutions and intervention strategies”.</i>
	School Gardens	<i>“The children of today are in danger of becoming separated from nature and production. In order to teach children about food and to help protect future productions the children were shown how to plant, maintain and harvest their own produce. Vegetable gardens have been allocated in schools in order to educate children about healthy eating and growing their own vegetables and fruits. Students sell the products grown in the vegetable gardens at the Village Market under the supervision of their teachers”.</i>
	Science Shop	<i>“The municipality and Yaşar University have generated the co-project and the aim of the Sciences Shop is to provide benefits to the local people in terms of training, seminars, consultation, research support etc....”</i>
Health and security improvements	Certificate to Women about “Women Health”	<i>“The negotiation between the Municipality and TAPV (Turkish Family Health and Planning Association) enabled the women residents of Seferihisar to get training certificates related to women health...”</i>
	Saturday Cleaning	<i>“The members of the Municipality and the teenagers engage in cleaning activities in different villages every first Saturday of each month”</i>
Application of ethics	Award	<i>“The Communal Ethics Association has given “The Incentive Award of Occupational Ethical Applications” to the Mayor Tunç Soyer...”</i>

5 DISCUSSION AND CONCLUSIONS

Both destination competitiveness and QOL are updated topics studied by many researches in various academic and practical fields. When these topics are studied together, in respect to their impact on another, it is indicated by some researchers that there seems to be a direct relation between the factors of destination competitiveness and quality of life issues. It is mentioned by Milohnić & Jurdana (2008) that *“the general aim of tourist destination competitiveness strategy is the increase of life quality thus quality becomes a key element of tourist destination competitiveness. Therefore, all elements of tourist offer should offer the highest possible*

level of quality in the segment of the tourist product specificity which they have offered in the market”. It is clear that the destination competitiveness definitions cover measures of economic, organizational, marketing and sustainability issues (Anastassopoulos & Patsouratis, 2004:65) therefore positively affects QOL of the residents thus some elements have higher impact than the others.

It appears that there is a direct connection between the factors of destination competitiveness and quality of life issues. It is also quoted in Dwyer and Chulwon's (2003:372) study that *“regardless of the specific definitions offered, the notion of competitiveness does, however, appear to be centered on human development, growth and improved quality of life since for a company, competitiveness means the creation of new growth options that create value for shareholders and for a society, improved competitiveness translates into new jobs and better living conditions”.* Thus the important competitive factors to communicate to the target market may be stated as; built and cultural attractions which are the motivators for the visit; amenities which include basic infrastructure such as utilities and roads and direct services and accommodation; F&B and shopping facilities; the image, the attributes attractive to target group; unique qualifications; time and age characteristic with heritage; sustainability; service quality and perceived price/quality ratio (Usta, 2008:224-225).

Tourism destinations are in a very severe competition and it seems that the ones with differential advantages and innovative unique offerings can stand out from the crowd by either keeping or even increasing their market share. Thus, competitive differential advantage for destinations seems to lie in the issues of; long term sustainable development, planning competitive factors taking into consideration the needs of the residents, balancing the different attractions and attributes for better standards of life quality of the locals and differentiating the economic base (Paskaleva-Shapira, 2005:148-154). A good example is taken from CTO Sustainable Tourism Strategy for the Caribbean (1998) which defined Caribbean sustainable tourism as: *“the optimal use of natural, cultural, social and financial resources for national development on an equitable and self-sustaining basis in order to provide a unique visitor experience and an improved quality of life through partnerships among all stakeholders (Silva, 2000:14).”* Also, some white papers, competitiveness reports and strategic plans mentioning *“the general aim of tourist destination competitiveness strategy is the increase of life quality”* were found to be as best case examples. In these reports, it was mentioned that planning and organizing the tourist place, as well as stimulating production and sales of local products would improve working conditions and the quality of life for the local population” therefore they were emphasized on.

The case of Cittaslow Seferihisar also proves to be a good example and a direct indicator of how any kind of tourism development in a destination increases tourist flow which in turn brings in destination competitiveness. As a consequence that competitiveness enables the local authorities to focus on some improvements that enriches the quality of life of the residents. In the case depending on the documentation, it is evident that economic and social benefits, conservation of nature, culture and heritage, infrastructure development, corporate social responsibility, health and security improvements and application of ethics were the primary concerns. The application of special projects ran by the local authorities and the residents cooperatively are indicated as the improvements in the quality of life.

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SUBMITTED: FEB 2016

REVISION SUBMITTED: APR 2016

ACCEPTED: APR 2016

REFEREED ANONYMOUSLY

PUBLISHED ONLINE: 10 JUNE 2016